

## TINA'S TIP

It's time to start outlining your 2023 Marketing Strategy! As you look into your plans for the upcoming year, it's essential to keep your budget in mind. How can you stretch your budget to make a little go a long way? Optimize your advertising with targeted ads, focus on videos and social media, and never forget that retaining current clients is at least five times cheaper than acquiring new ones. You might be tempted to cut your marketing costs next year, but as long as you stay smart about your priorities, the investment will always be worth it.



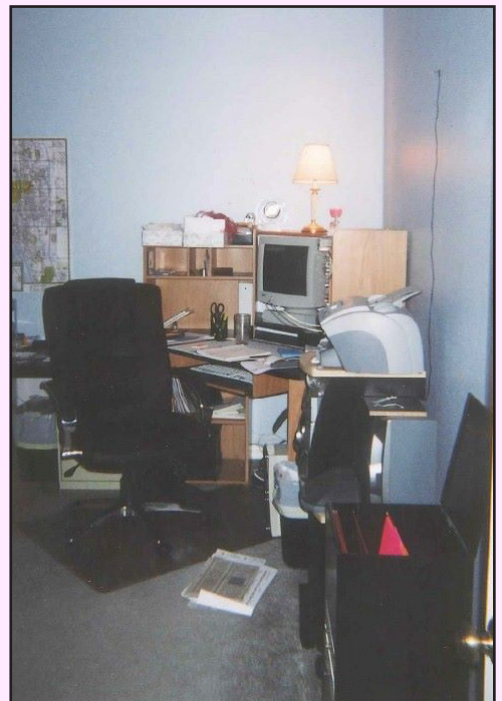
Tina Darling, Founder/CEO

## THIS MONTH IAS CELEBRATES 20 YEARS IN BUSINESS!

Here is what we've been up to over the last two decades:

- **We opened up offices in two states** - Florida and Nevada - and three cities - Sarasota, Las Vegas, and Ft. Lauderdale
- **Over 1,000** top producers trust us with their marketing
- **Over 10,000** Realtors and small to medium-sized businesses across the country choose us as their marketing company
- We have sent **over 100,000** eblasts and **2 million** pieces of mail for our clients

IAS Marketing Services is a full-service marketing company, offering everything inside the realm of print, graphic design, digital marketing, promotional items, and much more.



**IN HONOR OF OUR 20TH YEAR IN BUSINESS – WE ARE GIVING YOU \$20 OFF  
DIRECT MAIL ORDERS OF \$100 OR MORE!**

Give us a call today to place your order and make sure to mention promo code 20YEARS.  
\*\*Must mention code at time of order. Offer expires December 31st, 2022 at 11:59pm.

## TINA'S TRIVIA

What brand rebranded Santa Claus' colors to red?

[CLICK HERE TO ANSWER](#)

First person to email the correct answer to Tina@IASMarketingServices.com gets a \$25 credit to use for their next order.

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